

# Pet Supplies Industry

## COMPETITORS

A growing number of players, as well as consolidation among manufacturers, retailers and service providers have transformed the maturing pet supply industry into a dynamic, highly competitive environment.

There are over 1200 pet supply stores in Canada with revenues ranging up to \$4 million annually.



## MARKET OVERVIEW

- ▶ Canadians currently own a total of eight million dogs and cats. According to Statistics Canada, there are approximately 3.5 million dogs and 4.5 million cats in the country.
- ▶ Traveling with pets is becoming more popular increasing the market for convenient and comfortable travel accessories.
- ▶ Pets increasingly are becoming pampered and grooming aids like specialized shampoos, conditioners, deodorizers and even eau de toilette are available at specialty stores.
- ▶ In Canada, the pet superstores channel is benefiting from a wide selection of products at competitive prices, as well as extra services like grooming, healthcare clinics and adoption centers. Frequent buyer programs also help maintain customer loyalty.
- ▶ Changing demographics, new lifestyle trends and attitudes towards pets have led to significant increase in consumer expenditures in pet supplies over the past five years.

## DID YOU KNOW?

- ▶ Three-quarters of dog owners consider their dog like a child or family member, and more than half of cat owners say the same.
- ▶ Gift giving to pets continues to rise with 8 out of 10 dog owners buying gifts, and 63% of cat owners purchasing gifts for the family feline.
- ▶ Demographics indicate that the person most responsible for purchasing pet products is a 46-year-old woman.
- ▶ More dog owners are taking the family pet with them when they travel – 19% of dog owners bring their dog when traveling, up from 16% in 2002.

## MARKET OPPORTUNITIES

- ▶ The new generation of pet owners is both willing and able to pay top dollar for premium products. They are concerned about their pets' health, safety and welfare.
- ▶ Recent and emerging trends in the market include accessories to assist in traveling with your pet such as pet carrying travel bags and portable/collapsible travel bowls, as well as other accessories to help make the animals more comfortable with apparel like coats and boots.

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